

REMARKS/ARGUMENTS

Favorable reconsideration of this application, in light of the present amendments and the following discussion, is respectfully requested.

Claims 33, 34, 37-57, 60-71, 74-84, 87-96, and 99-119 are pending; Claims 33, 38, 39, 42, 44-49, 53-56, 61, 62, 65, 67-70, 75, 78, 80-83 and 95 are amended; and Claims 1-32, 35-36, 58-59, 72-73, 85-86, and 97-98 were previously canceled. It is respectfully submitted that no new matter is added by this amendment as the claim amendments are presented to avoid interpretation under 35 U.S.C. § 112, sixth paragraph.

In the outstanding Office Action, Claims 33, 34, 37-55, 63<sup>1</sup>, and 109-115 were rejected under 35 U.S.C. § 103(a) as unpatentable over Goldstein (U.S. Pat. No. 5,410,326) in view of Fajkowski (U.S. Pat. No. 5,905,246); Claims 56, 57, 60-71, 74-84, 87-96, 99-108, and 116-119 were rejected under 35 U.S.C. § 103(a) as unpatentable over Goldstein in view of Fajkowski, and further in view of Niimi (U.S. Pat. No. 5,996,028); and Claim 37 was rejected under 35 U.S.C. § 103(a) as unpatentable over Goldstein in view of Fajkowski, and further in view of Maa (U.S. Pat. No. 5,818,935).

With regard to the rejections of Claims 33, 34, and 37-55, this rejection is respectfully traversed.

Amended Claim 33 recites, *inter alia*, a control device, comprising:

“...an output unit for outputting the additional information received by the receiver to a display device;  
a memory for storing at least a portion of said additional information;  
wherein the additional information includes advertisement information included in the information received by the electric apparatus,  
wherein the advertisement information includes coupon information, and  
wherein the coupon information is stored in said memory when a user selects the coupon information.”

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<sup>1</sup> Applicants note that Claim 63 depends from Claim 62, and Claim 62 was not identified as rejected by Goldstein in view of Fajkowski. As the Office Action relies upon Kishtaka to reject the features of Claim 62, it is respectfully submitted that Claim 63 could not be anticipated by the combination of Goldstein and Fajkowski. Therefore, it seems that Claim 63 is listed in error as rejected by the combination of Goldstein and Fajkowski.

Independent Claims 47-49, 53-56, 70, 83, and 95 recite analogous features. The claimed limitations enable a broadcaster to communicate advertisement information, such as a coupon, directly to a user via a remote device, such as a television remote control.<sup>2</sup> Thus user is then able to selectively store information in the memory by depressing a key on the remote control device.<sup>3</sup>

Goldstein relates to a programmable remote control device for interacting with a plurality of remotely controlled devices. Goldstein describes a handheld device that permits the automated dialing of a telephone number based on the actuation of a preprogrammed switch of the device.<sup>4</sup> Goldstein's device also includes RAM memory module (90) and a ROM memory module (91). The ROM memory (91) is used to store various operating system components to allow the processor to perform its required functions.<sup>5</sup> The RAM memory (90) is used to store icons representing services, to which the user of the device has subscribed, as well as any additional information that has been downloaded to the remote control device.<sup>6</sup>

However, Goldstein does not teach or suggest that any information received by the remote device from the controlled device being stored in memory based on a user selection, much less coupon or advertising information. Amended Claim 33 recites “an output unit for outputting the additional information received by the receiver to a display device” and “wherein the coupon information is stored in said memory when a user selects the coupon information.” Therefore, in the exemplary embodiment the coupon information received in the remote device is displayed, and then the user makes a selection of specific coupon information. Upon the user's selection, the coupon information is stored in the memory of

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<sup>2</sup> Specification at pages 29-32.

<sup>3</sup> Specification at page 16, lines 10-16.

<sup>4</sup> Goldstein, Abstract.

<sup>5</sup> Goldstein at column 12, lines 34-47.

<sup>6</sup> Goldstein at column 12, lines 34-47, and column 14, lines 21-18.

the remote device for later use. Goldstein fails to teach or suggest that any received information is stored in memory based on a user selection, as recited in amended Claim 33.

As discussed above, Goldstein fails to disclose or suggest storing additional information provided from a controlled device in a memory based on user interaction, as recited in Claim 33. Likewise, Fajkowski does not remedy this deficiency, and therefore, neither Goldstein nor Fajkowski alone or in combination, can properly be asserted as disclosing or suggesting Applicant's Claim 33, 34, 37-55, 63 and 109-115 which include the above-distinguished limitations by virtue of independent recitation or dependency. Therefore the Official Action does not provide a *prima facie* case of obviousness with regard to any of these claims.

Accordingly, Applicant respectfully requests that the rejection of Claims 33, 34, 37-55, 63, and 109-115 under 35 U.S.C. § 103(a) be withdrawn.

With regard to the rejection of Claims 56, 57, 60-71, 74-84, 87-96, 99-108 and 116-119 under 35 U.S.C. § 103(a) as unpatentable over Goldstein in view of Fajkowski and further in view of Niimi, this rejection is respectfully traversed.

As discussed above, Goldstein neither alone nor in combination with Fajkowski, disclose or suggest storing additional information provided from a controlled device in a memory based on user interaction, as recited in Claim 33. Likewise, Niimi does not remedy this deficiency, and therefore, none of the cited references either alone or in combination, can properly be asserted as disclosing or suggesting Applicant's Claims 56, 57, 60-71, 74-84, 87-96, and 99-108 which include the above-distinguished limitations by virtue of independent recitation or dependency. Therefore, the Official Action does not provide a *prima facie* case of obviousness with regard to any of these claims.

Similarly, with regard to the rejection of Claim 37 under 35 U.S.C. § 103(a) as unpatentable over Goldstein in view of Fajkowski, and further in view of Maa, that rejection is respectfully traversed.

The features of Claim 37 were previously addressed with regard to the combination of Goldstein and Fajkowski above. As Maa is not relied upon to provide the features identified as deficient in the combination of Goldstein and Fajkowski, Maa is not substantively addressed herewith, and it is respectfully requested that this rejection be withdrawn.

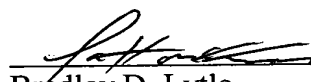
Consequently, in view of the present amendment and in light of the foregoing comments, it is respectfully submitted that the invention defined by Claims 33, 34, 37-57, 60-71, 74-84, 87-96, and 99-119 is patentably distinguishing over the prior art. The present application is therefore believed to be in condition for formal allowance and an early and favorable reconsideration of the application is therefore requested.

Respectfully submitted,

OBLON, SPIVAK, McCLELLAND,  
MAIER & NEUSTADT, P.C.

Customer Number  
**22850**

Tel: (703) 413-3000  
Fax: (703) 413 -2220  
(OSMMN 06/04)

  
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Bradley D. Lytle  
Attorney of Record  
Registration No. 40,073

Scott A. McKeown  
Registration No. 42,866